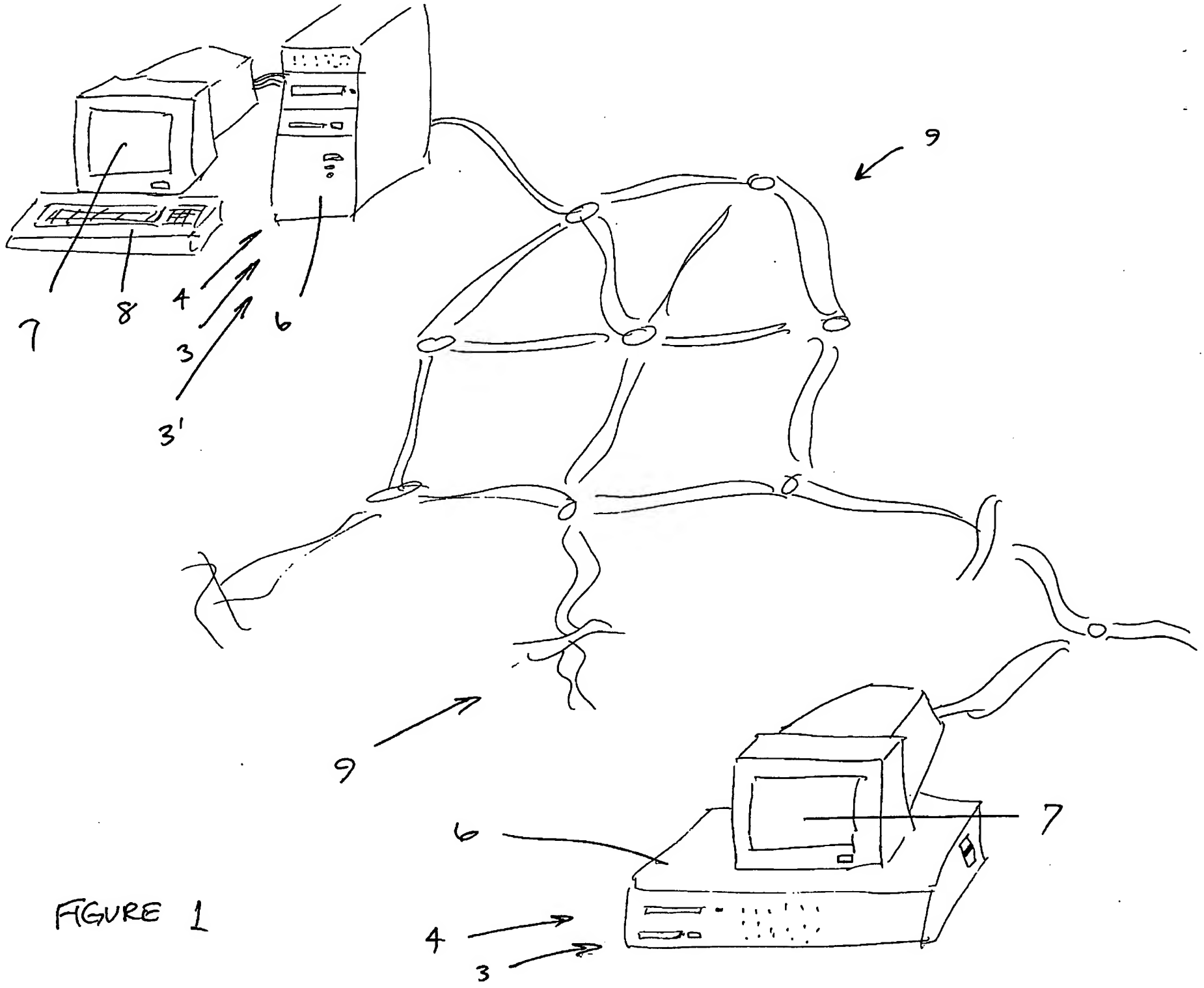
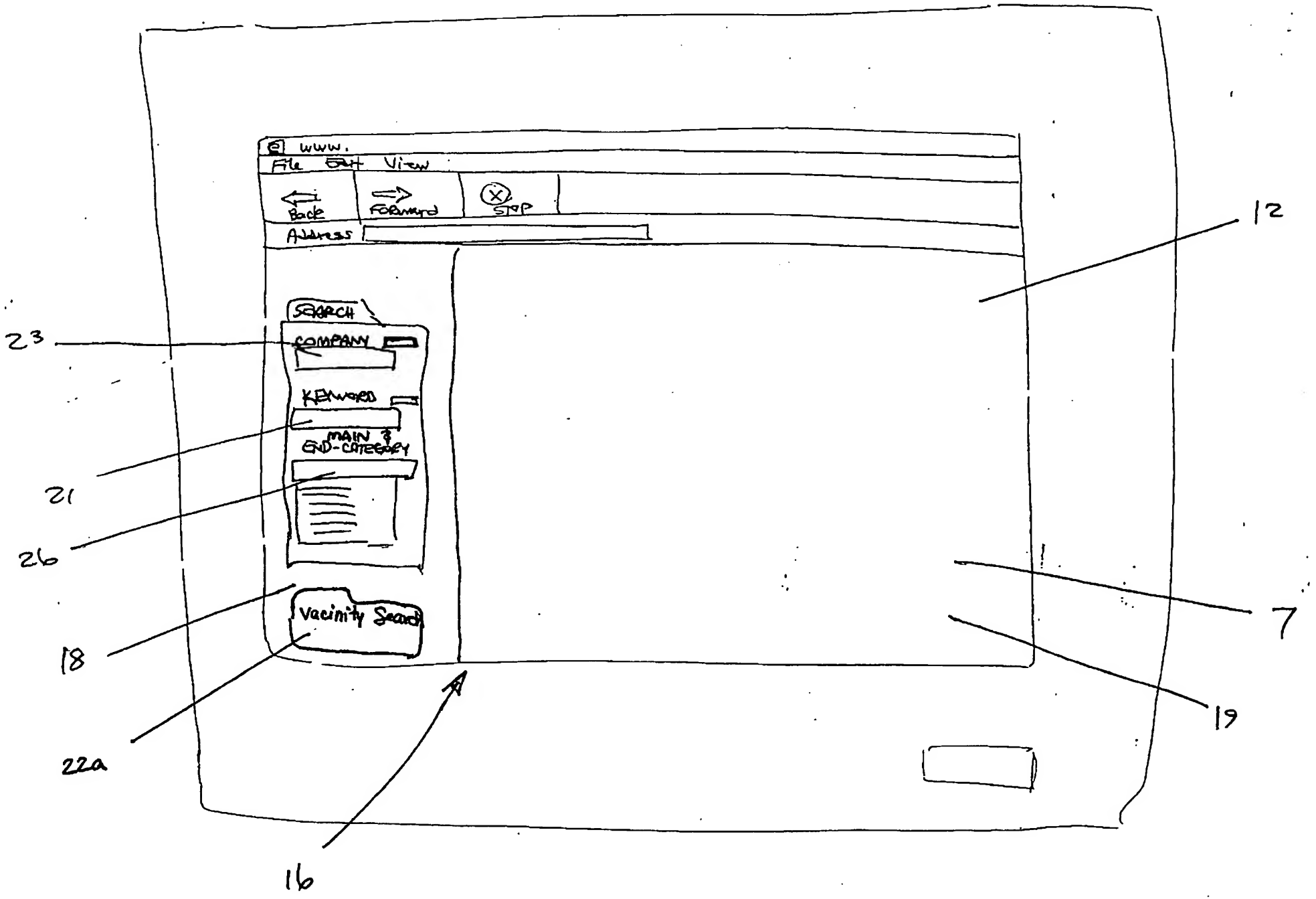


FIGURE 1


www.
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Address
SEARCH
COMPANY
KEYWORD
MAIN & SUB-CATEGORY
Vacinity Search
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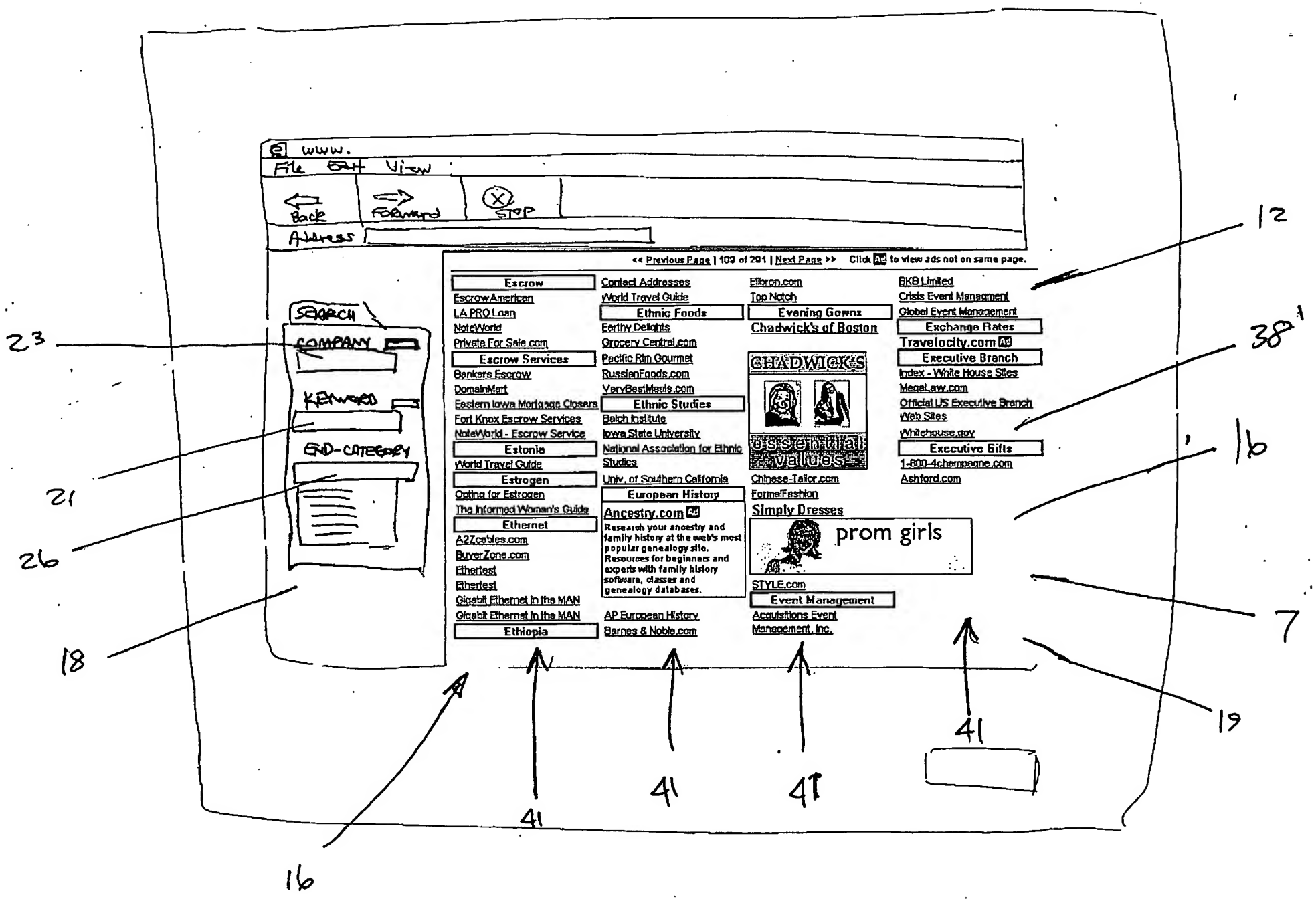
FIGURE 2


www.
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SEARCH
COMPANY
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END-CATEGORY
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Escrow American
LA PRO Loan
NoteWorld
Private For Sale.com
Escrow Services
Bankers Escrow
DomainMart
Eastern Iowa Mortgage Closers
Fort Knox Escrow Services
NoteWorld - Escrow Service
Estonia
World Travel Guide
Estrogen
Opting for Estrogen
The Informed Woman's Guide
Ethernet
A2Zcables.com
BuyerZone.com
Etherlest
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Gigabit Ethernet In the MAN
Gigabit Ethernet In the MAN
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World Travel Guide
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Earthy Delights
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VeryBestMeals.com
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Iowa State University
National Association for Ethnic Studies
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European History
Ancestry.com Ad
Research your ancestry and family history at the web's most popular genealogy site. Resources for beginners and experts with family history software, classes and genealogy databases.
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Barnes & Noble.com
Elbyron.com
Top Notch
Evening Gowns
Chadwick's of Boston
CHADWICK'S
essential values
Chinese-Tailor.com
FormalFashion
Simply Dresses
prom girls
STYLE.com
Event Management
Acquisitions Event Management, Inc.
EKB Limited
Crisis Event Management
Global Event Management
Exchange Rates
Travelocity.com Ad
Executive Branch
Index - White House Sites
MegaLaw.com
Official US Executive Branch Web Sites
Whitehouse.gov
Executive Gifts
1-800-4champagne.com
Ashford.com
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16'
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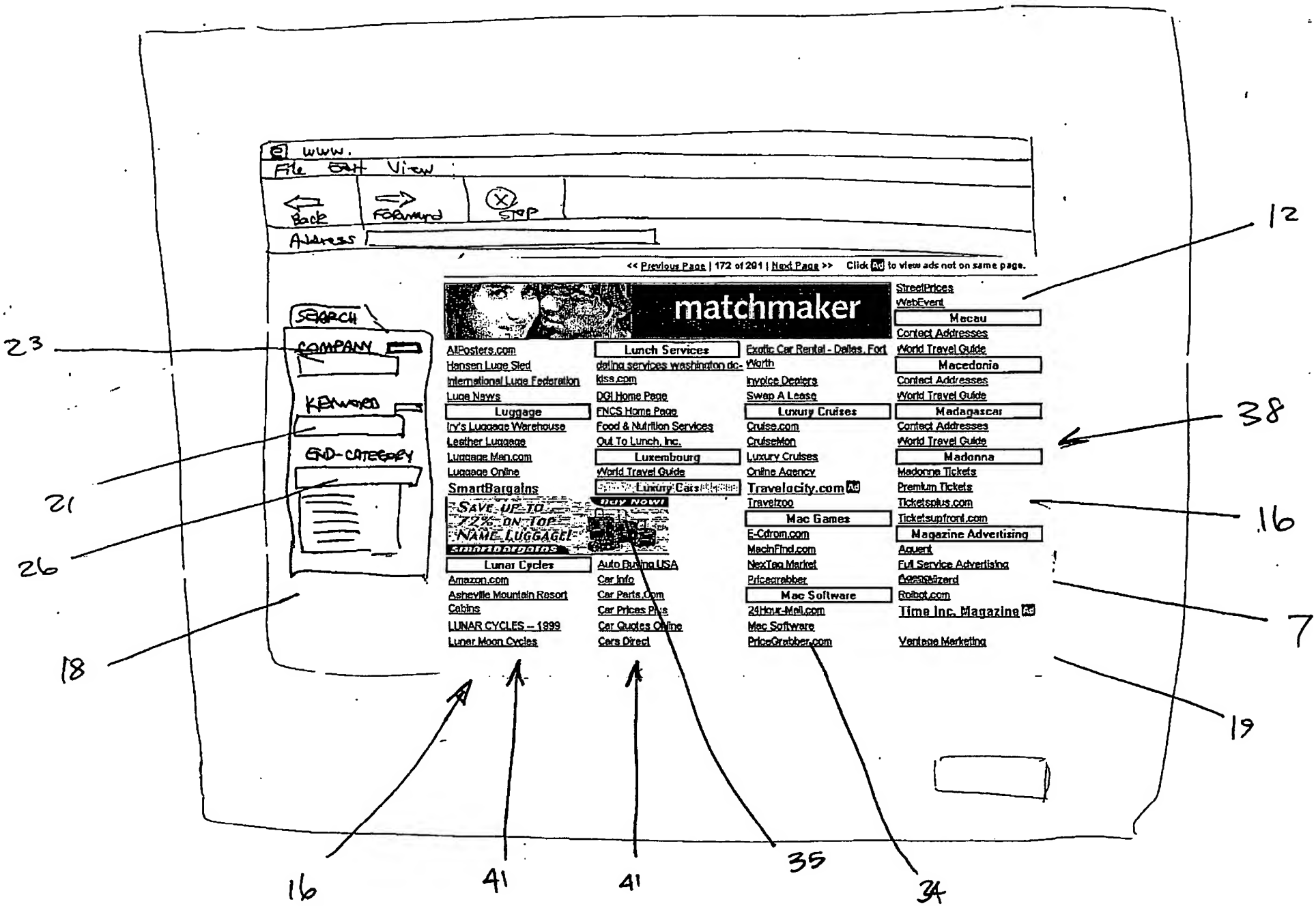
FIGURE 3


www.
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Address
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matchmaker
SEARCH
COMPANY
KEYWORD
END-CATEGORY
AllPosters.com
Hansen Luge Sled
International Luge Federation
Luge News
Luggage
Ivy's Luggage Warehouse
Leather Luggage
Luggage Men.com
Luggage Online
SmartBargains
SAVE UP TO 72% ON TOP NAME LUGGAGE!
Lunar Cycles
Amazon.com
Asheville Mountain Resort Cabins
LUNAR CYCLES – 1999
Lunar Moon Cycles
Lunch Services
dating services washington dc-
kiss.com
DGI Home Page
FNCS Home Page
Food & Nutrition Services
Out To Lunch, Inc.
Luxembourg
World Travel Guide
Luxury Cars
BUY NOW!
Auto Buying USA
Car Info
Car Parts.com
Car Prices Plus
Car Quotes Online
Cars Direct
Exotic Car Rental - Dallas, Fort Worth
Invoice Dealers
Swap A Lease
Luxury Cruises
Cruise.com
CruiseMon
Luxury Cruises
Online Agency
Travelocity.com Ad
Travelzoo
Mac Games
E-Cdrom.com
MacInFind.com
NexTag Market
Pricesrabber
Mac Software
24Hour-Mall.com
Mac Software
PricesGrabber.com
StreetPrices
WebEvent
Macau
Contact Addresses
World Travel Guide
Macedonia
Contact Addresses
World Travel Guide
Madagascar
Contact Addresses
World Travel Guide
Madonna
Madonna Tickets
Premium Tickets
Ticketsplus.com
Ticketsupfront.com
Magazine Advertising
Aquent
Full Service Advertising
Roibot.com
Time Inc. Magazine Ad
Vantage Marketing
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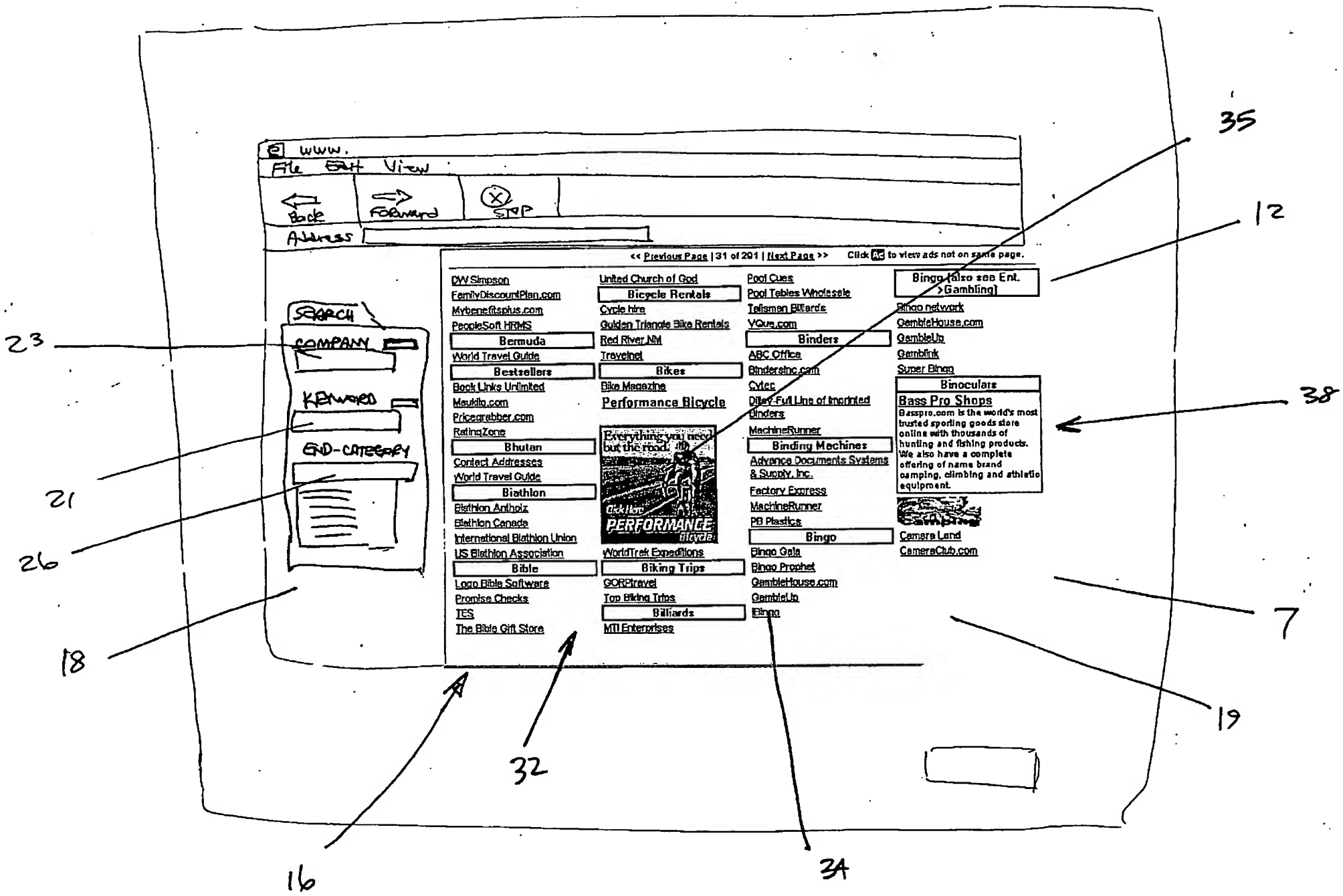
FIGURE 4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DW Simpson
FamilyDiscountPlan.com
Mybenefitsplus.com
PeopleSoft HRMS
Bermuda
World Travel Guide
Bestsellers
Book Links Unlimited
Mauldlo.com
Pricegrabber.com
RatingZone
Bhutan
Contact Addresses
World Travel Guide
Biathlon
Biathlon Antholz
Biathlon Canada
International Biathlon Union
US Biathlon Association
Bible
Logo Bible Software
Promise Checks
TES
The Bible Gift Store
United Church of God
Bicycle Rentals
Cycle hire
Golden Triangle Bike Rentals
Red River NM
Travelnet
Bikes
Bike Magazine
Performance Bicycle
Everything you need but the road.
Click Here
PERFORMANCE
Bicycle
WorldTrek Expeditions
Biking Trips
GORPtravel
Top Biking Trips
Billiards
MTI Enterprises
Pool Cues
Pool Tables Wholesale
Talisman Billiards
YQue.com
Binders
ABC Office
Bindersinc.com
Cytec
Diley-Full Line of Imprinted Binders
MachineRunner
Binding Machines
Advance Documents Systems & Supply, Inc.
Factory Express
MachineRunner
PB Plastics
Bingo
Bingo Gala
Bingo Prophet
GambleHouse.com
GambleUp
Bingo
Bingo (also see Ent. >Gambling)
Bingo network
GambleHouse.com
GambleUp
Gamblink
Super Bingo
Binoculars
Bass Pro Shops
Basspro.com is the world's most trusted sporting goods store online with thousands of hunting and fishing products. We also have a complete offering of name brand camping, climbing and athletic equipment.
Camera Land
CameraClub.com
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FIGURE 5

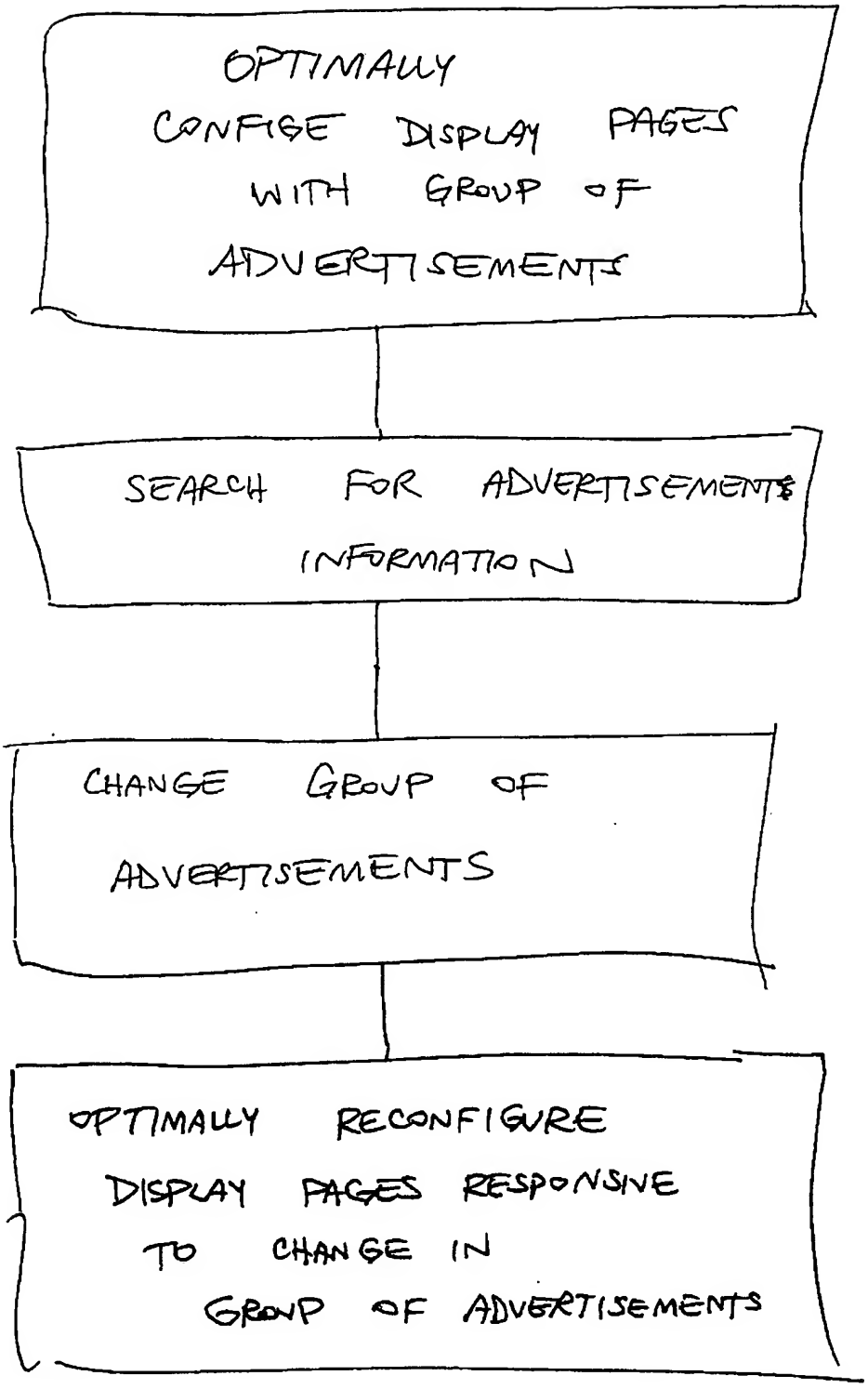
OPTIMALLY CONFIGE DISPLAY PAGES WITH GROUP OF ADVERTISEMENTS
SEARCH FOR ADVERTISEMENTS INFORMATION
CHANGE GROUP OF ADVERTISEMENTS
OPTIMALLY RECONFIGURE DISPLAY PAGES RESPONSIVE TO CHANGE IN GROUP OF ADVERTISEMENTS

FIGURE 6

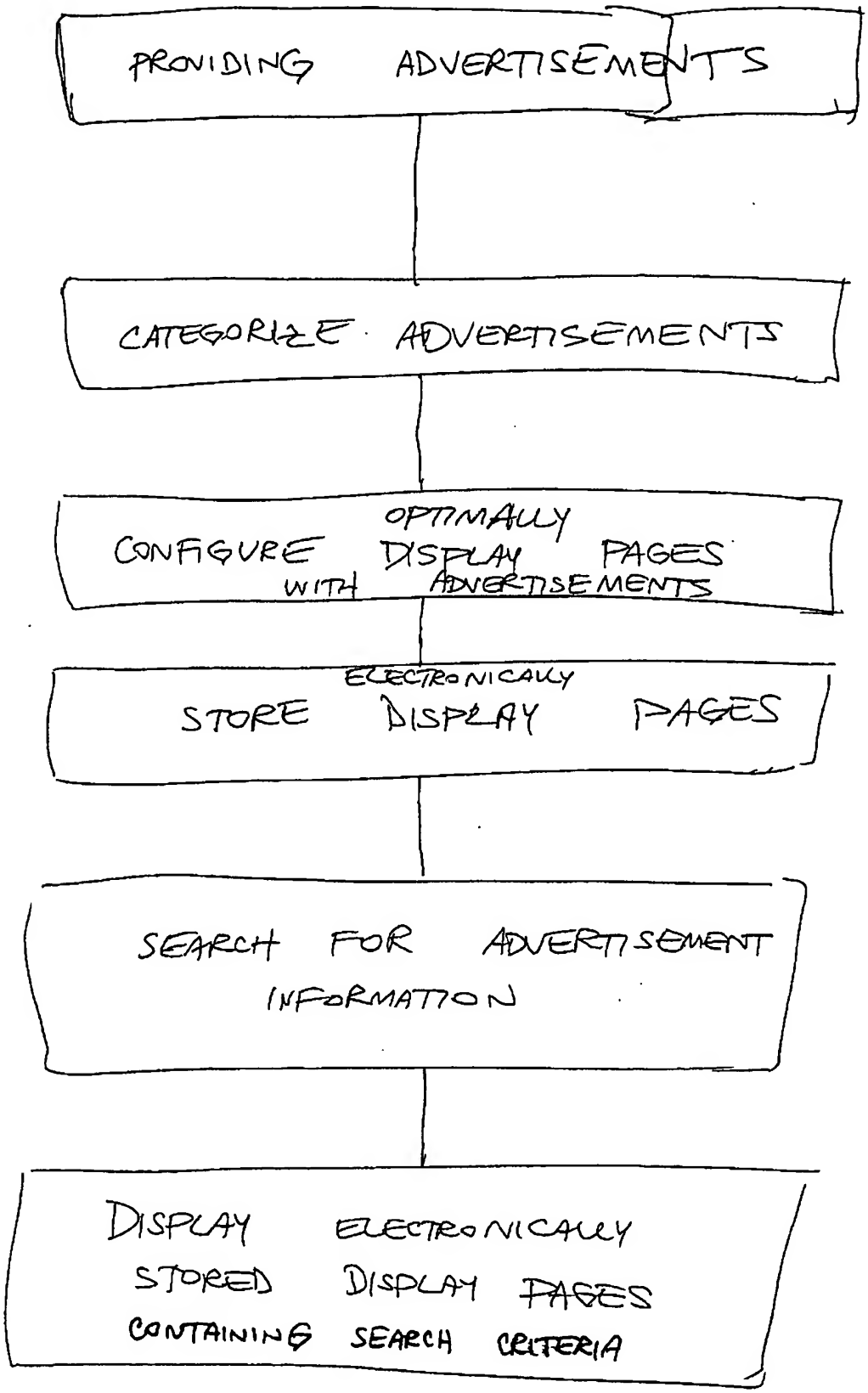
PROVIDING ADVERTISEMENTS
CATEGORIZE ADVERTISEMENTS
CONFIGURE OPTIMALLY DISPLAY PAGES WITH ADVERTISEMENTS
STORE ELECTRONICALLY DISPLAY PAGES
SEARCH FOR ADVERTISEMENT INFORMATION
DISPLAY ELECTRONICALLY STORED DISPLAY PAGES CONTAINING SEARCH CRITERIA

FIGURE 7